

02



Radio



JULY 2005

- ⊕ Extensive reportage of London underground bombings

AUGUST

- ⊕ The Australian War Memorial accepts from SBS a collection of wartime stories in languages other than English

SEPTEMBER

- ⊕ Cartoons depicting the Prophet Mohammed prompt heated debate across cultures

OCTOBER

- ⊕ The Government announces framework for digital radio broadcasting by SBS in 2009
- ⊕ Radiothon raises \$425,000 for families in need, including Kashmir earthquake victims

NOVEMBER

- ⊕ Live Internet streaming of the Socceroos World Cup qualifying matches against Uruguay

DECEMBER

- ⊕ Riots at Cronulla beach provoke debate over cultural integration

JANUARY 2006

- ⊕ Communities across Australia mark the first anniversary of the Asian Tsunami
- ⊕ Australian Open Tennis covered by 276 interviews in 26 languages

FEBRUARY

- ⊕ Publication of 'Speaking My Language' book celebrating 30 years of SBS Radio
- ⊕ Arabic program launches 'Youth Power' to find best young audio artists
- ⊕ SBS Radio provides the only live free-to-air coverage of the African Cup of Nations final

MARCH

- ⊕ Detailed coverage of the Melbourne Commonwealth Games

APRIL

- ⊕ Win-a-car contest draws a record 100,000 entries from across Australia

MAY

- ⊕ Extensive coverage of the rescue of two trapped Tasmanian miners
- ⊕ Detailed reporting on the despatch of Australian troops to East Timor

JUNE

- ⊕ A record 59 World Cup matches broadcast in 15 languages, including English

PROGRAMS

SBS Radio's 68 language programs broadcast more than 13,500 hours of specific language programs each year, reporting local, national and international news and covering cultural, arts, music and sporting events as well as providing a variety of information services. Twice each week day, the English language multicultural affairs program, **World View**, is broadcast in Sydney and Melbourne and once a day on the national signal. A music, arts and talk program for young people, **Alchemy**, is broadcast at 11pm, followed by an overnight stream of international news programming.

These broadcasts are carried on separate AM and FM frequencies in Sydney and Melbourne and on the National Network covering all State and Territory capitals and several regional centres. All these programs are available on the SBS website and Radio services can also be heard on SBS's digital television platform.

Australian News Highlights

Throughout the year, SBS Radio program makers provided reports and analysis on the nation's major news stories. Among those of particular significance to SBS Radio's multilingual audiences were the new Federal counter-terrorism laws, the race riots at Sydney's Cronulla Beach, the Prime Minister's summit with Australia's Muslim leaders in Canberra, and the national debate on the compatibility of Muslim culture with Australian values.

In particular, the racial discord arising from the Cronulla riots engaged all communities, particularly the Arabic-speaking communities in Australia, and SBS Radio programs provided in-depth reporting on the events. As expected, the **Arabic** language program provided extensive interviews, round table discussions and talkback from all sides in the debate, but the issues were also covered in-depth by other language programs.

The **Urdu** language program interviewed the head of the Centre for Muslim States and Societies about the role of moderate Muslim community leaders, the **Greek** and **Dutch** programs interviewed residents from their respective communities who live in Cronulla about their experiences, the **Turkish** language program interviewed Middle Eastern community leaders in Australia, and the **Italian** language program interviewed Italian residents and restaurateurs at Cronulla beach who were affected by the riots.

In exclusive news reports, the **Arabic** language program reported simultaneous raids in Sydney and Melbourne which led to the arrest of a number of terrorist suspects, and the **Portuguese** language program interviewed East Timor's President, Xanana Gusmao, during a visit to Sydney to launch his book *Timor Lives!*

Other subjects of common interest that were extensively reported included: the new industrial relations laws; superannuation legislation; the RU486 drug debate in Federal Parliament; the Cole Inquiry into the Australian Wheat Board; Cyclone Larry in far north Queensland; and the Beaconsfield mine rescue in northern Tasmania.

International News Highlights

With 68 language programs, one of SBS Radio's greatest resources is its extensive network of homeland correspondents and stringers who regularly provide on-the-spot reports and analysis to our Sydney- and Melbourne-based producers. Many programs gave extended coverage to elections in the Middle East, including elections in:

- ⊕ Israel: The **Hebrew** and **Arabic** language programs broadcast interviews, correspondents' reports and listener talkback sessions about the implications of the poll.
- ⊕ The Palestinian territories: Most programs broadcast in-depth reports on the repercussions of Hamas' win.
- ⊕ Iran: The **Farsi**, **Assyrian**, **Arabic**, **Turkish** and **Kurdish** language programs all broadcast extensive news and analysis of the vote.
- ⊕ Iraq: The immediate and long-term implications of the election were reported by all language programs.

During the unrest in East Timor, the **Portuguese** language program spoke exclusively to East Timor's beleaguered Prime Minister, Mari Alkatiri, who, for the first time, accused the Democratic Party of being behind an attempted 'constitutional coup'. The program also had an exclusive interview with the newly-appointed East Timor ambassador to Australia. As avian flu continued to spread globally, SBS Radio language groups were quick to broadcast in-depth news items and interviews to listeners who had families in affected countries. The **Greek**, **Turkish**, **Dutch**, **Cantonese** and **Mandarin** language programs conducted a range of interviews with health experts on the level of danger posed by the spread of the virus.

When natural disasters strike, listeners regularly tune to SBS Radio for comprehensive and often exclusive reports in their homeland language. This occurred with the earthquake in Kashmir and mudslides in Southern Leyte in the Philippines. Similarly, there was widespread coverage of the drug cases involving Shapelle Corby and Michele Leslie in Indonesia and Van Nguyen in Singapore. The international controversy over the publication of a series of cartoons depicting the Prophet Mohammed also sparked lively talkback sessions across SBS Radio's language programs.



World View

World View, the English language multicultural affairs program, is broadcast weekdays at 6am and 5pm in Sydney and Melbourne and at 5pm on the national network. During the year it produced 1,800 features on a range of topics, both national and international. Some of the short audio features included: an 'audio postcard' from a Holocaust survivor; Fiji's political instability; trade unionism; Filipino orphans; American migrants in Australia; Vietnamese minefields; Islamic rappers; and the 60th anniversaries of the United Nations and the Nuremberg trials.

In a major initiative to explain and analyse the Muslim faith, **World View** broadcast a series of round table discussions which also explored media coverage and the views of young second- and third-generation Muslims in Australia. Other broadcasts covered Harmony Day projects in Sydney and Melbourne and cross-cultural insights into the Commonwealth Games and the FIFA World Cup.

World View regularly supplemented its cross-cultural magazine style format with reports on many significant news events. These included: the aftermath of the London bombings; the continuing violence in East Timor; unrest in Iraq and the Palestinian territories; North Korea; bird flu; Tonga protests; race riots in France; and AIDS in Africa.

This year saw **World View** become the first SBS Radio program to podcast, and also the first to be listed on the global iTunes podcast directory, giving it international exposure through one of the world's most significant content directories. Among the many podcasts were the 2006 Harmony Day forums, political leadership within Australia, and a major writers' festival, for which **World View** received full recording and podcast rights.

Sport

The biggest year in Australian sport since the Sydney 2000 Olympics saw live broadcasts of the FIFA World Cup, involvement in the Commonwealth Games in Melbourne, and exclusive coverage of the African Cup of Nations and the Confederations Cup.


SBS Radio broadcast 59 World Cup final matches in 15 languages, including English. Interviews with homeland and Australian team players, coaches and fans captured for listeners the excitement and drama of each game. SBS Radio's World Cup commentaries in languages other than English were the most comprehensive of any broadcaster.

The **Italian** language program provided detailed football coverage with broadcasts of the UEFA Champion's League, UEFA Cup, Confederations Cup, the Australian A-League and full match commentaries of the Italian football championship, Serie A. Listeners to the **Portuguese** and **Spanish** language programs were treated to all the homeland series as well as Australian and international matches. **World View** introduced a series of entertaining and informative football panels taking questions from web-based listeners. The program also looked at a creative Swiss tourism campaign to attract World Cup 'widows' and exposed the divided loyalties of dual nationality players and fans.

The Melbourne Commonwealth Games gave SBS Radio listeners the opportunity to hear about the endeavours of their homeland athletes and the views of their coaches and fans. Australians of Pacific Island, Indian sub-continent and African backgrounds were particularly appreciative to hear news about their homeland teams.

Through SBS Radio, listeners were provided multi-language event commentary and exclusive interviews and news coverage of the Australian Open Tennis tournament and the F1 Grand Prix.



 SBS Radio's Julia Metzner and Max Civili provided on-the-spot World Cup coverage



The Australia vs Japan match at Kaiserlautern was watched by almost 2.2 million Australians

These items were recorded by just two broadcasters then played in our many language programs. Radio provided 310 non-English language broadcasts of the tennis and a further 61 trackside interviews from the Grand Prix.

SBS Radio also provided the only live free-to-air coverage of the African Cup of Nations football final, held in Cairo.

Sport was an important part of SBS Radio programming throughout the year, and across the network a host of competitions were covered. The **Czech** language program interviewed the medal-winning members and coach of the Czech team which competed at the World Canoeing Championships at Penrith; the **Cantonese** language program explored the history of karate; the **Portuguese**, **Arabic** and **World View** programs interviewed drivers at the first Formula A1 Sydney Grand Prix; the **Italian** language program covered football, athletics, volleyball, basketball, tennis and motor-racing. Many of the programs also covered the Tour de France, the Tour of Italy and the World Motorcycle Championship.

Youth Programming

SBS Radio's youth program, **Alchemy**, revamped its on-air talk and music programming and also re-launched the **Alchemy** online site during the year. It recruited new contributors to the program, expanding its nationwide coverage of youth affairs. Some of the stories broadcast during the year included:

- ⊗ Multicultural youth issues which arose in the aftermath of the Cronulla riots;
- ⊗ 'Coming Out' in migrant communities;
- ⊗ Racial representation on screen;
- ⊗ Palestinian hip hop; and
- ⊗ Street gangs in affluent suburbs around Australia.

SBS Radio's **Arabic** language program launched a major initiative during the year aimed at building a new and younger audience. Youth Power is a nationwide competition for young Australians (13-29 years old) to showcase their creative talents. Each month, young people submit audio pieces which address issues of interest to the Arabic community and the winners are chosen by an online and SMS poll.

Health, Welfare and Education

Issues of health, welfare and education are of major importance to SBS Radio listeners. The information format and the subject matter can vary, from monthly talkback sessions with doctors about health issues, to panel discussions on the place of the hijab and other head coverings in Australian schools. This year, the most widely discussed health subject was bird flu. Most programs ran stories on its spread and on international efforts to contain the outbreak, while several language programs looked at specific outbreaks in their homelands.

Examples of other issues and events covered included:

- ⊕ Features by the **Maltese** language program on mental health and obsessive compulsive disorders;
- ⊕ Interviews by the **Greek** language program with a visiting Greek minister and his Australian counterpart about exchanging pensions;
- ⊕ A feature by the **Khmer** language program about available trauma treatment for victims of the Khmer Rouge and support offered by the Cambodian-Australian Welfare Council to young disadvantaged Cambodians;
- ⊕ Reports by the **Cantonese** language program about changes to Chinese language exams in NSW, the unveiling of a housing project for elderly Chinese, and a talkback session on students' study methods and family support; and
- ⊕ A feature by the **Bangla** language program about disability services and human rights.



Andrew Orsatti, Rale Rasic, Ned Zelic take a break on set

Arts and culture

Coverage of arts and cultural events is an important ingredient of SBS Radio programs. These ranged from news reports, features and live broadcasts of some of Australia's major international events such as Sydney's Biennale, Melbourne's international festivals of art and jazz, and Adelaide's WOMAD festival, to community-organised festivals such as the Italian Fiesta and the National Chinese Eisteddfod. The world of cinema was not ignored, with coverage of the German, Greek, Serbian, Spanish and Latin American film festivals. There were also features about the Art Gallery of NSW, the Migration Heritage Centre and the Powerhouse Museum in Sydney.

In Melbourne, SBS Radio sponsored many arts and cultural events including the Melbourne International Arts Festival, the acclaimed Cirque du Soleil and a special Federation Square performance by the Australian Chamber Orchestra. In other activities:

- ⊕ **World View** explored the growth and changes in the Vietnamese, Indonesian, Mandarin, and German youth audiences;
- ⊕ The **Bangla** program interviewed a local poet and songwriter about the allocation of Federal Government grants;
- ⊕ The **Hebrew** language program interviewed Fiddler on the Roof actor, Topol;
- ⊕ The **Khmer** language program interviewed the choreographer of the National Theatre of Cambodia about its performance at the Melbourne Arts Festival;
- ⊕ The **Macedonian** language program featured a poem competition by the Macedonian Literary Association of NSW;
- ⊕ Our **South Australia** correspondent reported about a multicultural art group's concerns about the possible impact of new anti-terrorism laws on artistic freedom;
- ⊕ The **Portuguese** language program interviewed visiting Portuguese singer, Mariza, who performed at the Sydney Opera House; and
- ⊕ The **Mandarin** program interviewed the winner of the Sulman Prize, Jiawei Shen.



 *Big boots for a colossal sport...the football sculptures of Berlin*

Living in Australia

Since its inception, SBS Radio has maintained a strong commitment to provide news and information that assists people of diverse linguistic backgrounds settle more easily into Australian society. This year, SBS Radio, in association with the NSW Department of Ageing, Disability and Home Care, continued to produce and broadcast the long running Home Reach multilingual radio information service which provides important information to housebound people and their carers.

Broadcast over 11 weeks in 2005-06, Homereach topics included accessing disability support services, Meals on Wheels, and advice on home modification and maintenance for people with a disability. This series was produced in **Filipino, Greek, Hungarian, Romanian, Bosnian, Lao and Slovenian**.

Natural disasters and emergency situations overseas regularly require SBS Radio to jettison prepared programs in order to cover unfolding crises to meet the needs and expectations of listeners whose homelands may be affected. During the year, SBS's newsroom activated a range of links

with emergency services across Australia for easier and faster news updates, while program producers attended workshops on enhanced broadcasting skills during emergencies.

Many issues of national importance were covered in wide-ranging news features, including:

- ⊗ Talkback programs by the **Cantonese** language program about the proposed new Industrial Relations legislation;
- ⊗ A **Korean** language program on the new counter-terrorism laws;
- ⊗ Features produced by SBS Radio's state correspondents on changes to superannuation legislation;
- ⊗ A report by the Western Australia correspondent on moves to incorporate tribal law into the State's legal system;
- ⊗ Coverage by the **Filipino** language program about the maltreatment of Filipino migrant cooks in Canberra restaurants; and
- ⊗ Regular talkback programs on taxation issues by the **Mandarin** language program.

Aboriginal programming

The Aboriginal program is produced in Sydney and Melbourne three times a week. The Wednesday program is re-broadcast on three other networks across the country: the National Indigenous Radio Service, the Anangu Network of Central Australia, and Pilbara and Kimberley Aboriginal Media.

The program's news and features range wide across Indigenous issues and this year included the impact on aboriginal communities of Indonesian illegal fishing in northern Australia waters, a trial linking truancy rates and welfare payments to parents, and Aboriginal sovereignty. Music and cultural features also figured prominently in the program's schedule and the producers routinely provided information and assistance to other language programs about indigenous issues.

Outside Broadcasts 2005-06

JULY 2005

NAIDOC Week, Parramatta Mall, Sydney
Christmas in July, Windsor, Melbourne

AUGUST 2005

SBS Youth Orchestra, Sydney Town Hall
India Fair, Homebush, Sydney
Haldon St Festival, Lakemba, Sydney
Uruguayan Festival, Fairfield Showgrounds, Sydney
'Why Learn German?' Day, Federation Square, Melbourne

SEPTEMBER 2005

Multicultural Day, Fairfield High School, Sydney
Children's Festival, Bankstown, Sydney
African Festival, Darling Harbour, Sydney
Moon Festival, Cabramatta, Sydney
Moon Lantern Festival, Chatswood, Sydney
Eurofest, Frenchs Forest, Sydney
Chilean Festival, Fairfield Showgrounds, Sydney
Burwood Festival, Burwood, Sydney
Brazilian Festival, Homebush, Sydney
Auburn Festival, Auburn, Sydney
Chilean Fiesta, Dandenong Showground, Melbourne
World Music Festival, Clayton South, Melbourne
Tulip Festival, Silvan Tulip Farm, Melbourne

OCTOBER 2005

Ancestors' Festival, Bonnyrigg Temple, Sydney
Filipino Festival, Bankstown Paceway, Sydney
Czech Exhibition, Overseas Passenger Terminal, Sydney
Diwali (Hindu) Festival, Homebush, Sydney
Indonesian Festival, Federation Square, Melbourne
Hye Art Opening, Mt Waverley, Melbourne
Oktoberfest, Windsor, Melbourne
Succot at Luna Park, Luna Park, Melbourne

NOVEMBER 2005

Fisher's Ghost, Campbelltown, Sydney
Spanish Festival, Kent Street, Sydney
Eid El Fitr Festival, Preston, Melbourne
Fiesta de la Hispanidad, Fitzroy, Melbourne
Turkish Festival, Federation Square, Melbourne
Warming Up to the Games, Brunswick, Melbourne
Philippine Fiesta, Laverton, Melbourne

DECEMBER 2005

Korean Festival, Homebush, Sydney
Polish Christmas Celebrations, Darling Harbour, Sydney
UNIDOS, Old Jail, Melbourne

JANUARY 2006

Ephiphany, La Perouse, Sydney
Cronulla Beach Surf Carnival, Sydney
Tamil New Year Celebrations, Pendle Hill, Sydney
Chinese New Year Celebrations, Belmore Park, Sydney
Chinese New Year Celebrations, Parramatta, Sydney
Viva Brazil, Federation Square, Melbourne
Lunar New Year, Richmond, Melbourne
Chinese New Year, Springvale, Melbourne
Lunar New Year, Box Hill, Melbourne
Lunar New Year, Chinatown, Melbourne

FEBRUARY 2005

Vietnamese Tet Festival, Warwick Farm, Sydney
Canberra Multicultural Festival, City Walk Mall, Canberra
Vietnamese Community TET Festival, Sandown, Melbourne
Maslenitsa, Federation Square, Melbourne
Holland Festival, Sandown Racecourse, Melbourne
Pako Festa, Geelong, Melbourne
Kite Festival, Bundoora, Melbourne

WORKING IN THE COMMUNITY

In March 2006, SBS Radio organised a public forum – *Multiculturalism in a Time of Global Terrorism* – in response to growing concerns that one repercussion of the ‘war on terror’ was the marginalisation of Muslims and other groups in Australia.

The forum, at the Parramatta Riverside Theatre, brought together six Australians: historians Inga Clendinnen and John Hirst, writer and former politician Peter Coleman, philosopher Raimond Gaita, anthropologist Ghassan Hage and Aboriginal academic Marcia Langton. SBS Radio broadcast all six speeches and the forum was widely reported.

Once again, SBS was a sponsor of the annual awards of the Human Rights and Equal Opportunity Commission, the Australian of the Year Awards and Harmony Day. This year’s Harmony Day sponsorship included a forum at Melbourne’s Federation Square about the role of sport in promoting a cohesive, multicultural Australia. The forum featured several high profile speakers from various backgrounds and organisations including the AFL, Football Federation Victoria, the Centre for Multicultural Youth Issues, academics and a member of the Australian Women’s Cricket Team.

MARCH 2006

Italian Fiesta, Norton Street, Leichhardt, Sydney
Indonesian Festival, Darling Harbour, Sydney
Polish Festival, Colo, Windsor, NSW
Greek Festival, Tumbalong Park, Darling Harbour, Sydney
Greek National Day, Opera House Forecourt, Sydney
Royal Easter Show, Showgrounds, Homebush, Sydney
WOMAD, Adelaide
Melbourne Zoo Thai Celebrations, Melbourne
Antipodes Festival, Lonsdale Street, Melbourne
‘In One Voice’ Jewish Festival, Caulfield, Melbourne
Braybrook College Multicultural Week, Braybrook, Melbourne

APRIL 2006

Indian Holi Festival, Darling Harbour, Sydney
Italian Fiesta, Leichhardt, Sydney
Royal Easter Show, Homebush, Sydney
Harmony in the Park, Cronulla, Sydney
Sikh Games, Concord, Sydney
Nepali Festival, Darling Harbour, Sydney
Vaisakhi Celebrations, Ashwood, Melbourne
Songkran Festival, Federation Square, Melbourne
Khmer New Year, Springvale, Melbourne
La Plaza de Mercado, Queen Victoria Market, Melbourne
Dutch Orange Day, Federation Square, Melbourne

MAY 2006

Buddha’s Birthday, Darling Harbour, Sydney
Queen Street Mall, Brisbane
Inala Shopping Centre, Brisbane
Paniyiri Greek Festival, Musgrave Park, Brisbane
CeBit, Exhibition Centre, Darling Harbour, Sydney
Chinese Eisteddfod, Burwood Girls High School, Sydney
Indonesian Market Day, Randwick, Sydney
Centro Argentino de Victoria, Coburg Town Hall, Melbourne
Antipodes Festival, Lonsdale Street, Melbourne
Soccer World Cup Family Sunday, Richmond, Melbourne
Buddha’s Birthday, Federation Square, Melbourne

JUNE 2006

Chinese Eisteddfod, Burwood Girls High School, Sydney
Campsie Food Festival, Campsie, Sydney
Italian National Day, King St Wharf, Sydney
Korean Soccer, Entertainment Centre, Sydney
Korean Writer’s Festival, Croydon, Sydney
Serbian Orthodox Church St Sava, Highgate, Perth
Kulca Multicultural Arts of WA, Fremantle, Perth
St Constantine and Helen Greek Orthodox Church, Perth
Chung Wah Hall, Balcatta, Perth
Government House Ballroom, St Georges Terrace, Perth
Hay Street Mall, Perth
National Italian Day, Federation Square, Melbourne
Refugee and Asylum Seekers Festival, Fitzroy, Melbourne



 Brett Emerton flying high for Australia in the first round clash with Croatia

In August 2005, SBS Radio presented a series of personal World War II stories to the Australian War Memorial. These memories of Australian veterans of the Second World War were the first such contributions to the Memorial's national collection and included reminiscences in English as well as Portuguese, Burmese, Greek, Arabic and Italian.

To mark its 30th anniversary, SBS Radio published *Speaking My Language: Thirty Years of SBS Radio* which tells the stories of 30 unheralded but remarkable Australians of diverse backgrounds who have contributed to the rich cultural, social and economic life of this country. Copies of the commemorative book will continue to be widely distributed to schools, libraries and other institutions in the coming year.

OUTSIDE BROADCASTING

During the year, SBS Radio staged 98 outside broadcasts and other promotional events in and around Sydney and Melbourne and also visited Brisbane and Perth. The units, with their fold-out performance stages, have become a popular feature of many annual community festivals. Of special interest this year was SBS Radio's outside broadcasts from Cronulla shortly after that suburb's racial clashes, and the 'big screen' broadcasts in Sydney and Melbourne of the Socceroos games during the World Cup competition.

RADIOTHONS

In October 2005, to coincide with Anti-Poverty Week and Children's Week, SBS Radio staff, volunteers and listeners held a radiothon – conducted by 28 language programs – that raised \$425,000 for disadvantaged children in Australia and overseas. The radiothon was a unique partnership between SBS Radio, Austcare and the Children's Hospital at Westmead.

The Hungarian language program also conducted a radiothon in memory of the program's former long-serving contributor and raised funds for the Royal North Shore Heart Research Foundation. Since 1997, SBS Radio listeners have donated almost \$7 million to humanitarian and community-based causes in Australia and overseas.

COMPETITIONS

SBS Radio ran a hugely successful 'Win-a-Car' competition to celebrate its 30th anniversary. The competition, which drew more than 100,000 entries over three weeks, was the most successful competition in the Corporation's history. During the World Cup, many programs ran on-air competitions with football related prizes.

DIGITAL CONTENT DEVELOPMENT UNIT

The Digital Content Development Unit (DCDU), established in April 2006, is responsible for generating new and innovative radio and multimedia content to be delivered, initially online, and eventually onto SBS's digital radio services in 2009. Providing digital services across multiple platforms, the Unit will deliver a three hour radio pilot with supporting services, such as a web site, podcasting and other multimedia enhancements. Under development is a youth-oriented service in English, the common language, which is targeted at younger Australians from culturally diverse backgrounds.



 Belinda Achterstraat, Ken Shipp and Brian Thomson at work in the SBS Berlin studio

SPONSORSHIPS AND PARTNERSHIPS

During the year, SBS Radio maintained or established a variety of sponsorships and partnership with many festivals, community groups, government agencies and statutory authorities. As well as those formal partnerships listed below, SBS Radio established partnerships with 15 overseas broadcasters to provide their national language coverage of the FIFA World Cup to SBS Radio language programs in Australia. These international agreements included a partnership with the BBC for English-language coverage of the Socceroos matches and other games.

Al-Mustaqbal (The Future)

Art Gallery of NSW

Australian of the Year

Biennale of Sydney

Children's Festival

Flag Fall Film Festival

German Film Festival

Greek Film Festival

Human Rights Commission Awards

Italian Fiesta

Latin American Film Festival

Melbourne International Arts Festival

Melbourne International Jazz Festival

Migration Heritage Centre

MusicFront

National Chinese Eisteddfod

National Youth Week

Newcastle Fiesta

Powerhouse Museum

Royal Easter Show

Serbian Film Festival

Spanish Quarter Festival

Spanish Film Festival

Sydney Festival

vibewire

WOMAD

AUDIENCE RESEARCH

In 2005-06, SBS Radio completed its fourth round of re-surveys of three of the major language communities in Australia – Italian, Greek and Arabic – which together make up approximately 30% of the 2.7 million Australians who speak a language other than English in homes that are reached by SBS Radio services.

SBS has used specialist companies to survey its listening communities since 1996. During that time, it has commissioned more than 70 separate surveys in 41 languages involving more than 30,000 telephone interviews. These comprehensive surveys, conducted in Sydney and Melbourne in languages other than English, are among the most thorough undertaken by any broadcaster in Australia. In addition, a survey specialist analyses information directly from the raw data and provides in-depth briefings to program makers.

Over the past eight years, survey trends show some decline in the listening share of the Italian, Greek and Arabic language programs which face competition from often foreign-sourced 24-hour single-language broadcasters. Nevertheless, SBS Radio has developed and retains a very loyal listening audience in all three communities who tune in for SBS's authoritative coverage of national, international and community events and issues from a unique Australian perspective.

**"THANKS SBS FOR AN
EXCEPTIONAL COVERAGE
OF THE WORLD CUP. THE
ANALYSIS AND COMMENTARIES
FROM BOTH THE MEN AND THE
WOMEN ON THE SBS TEAM HAVE
BEEN EXCELLENT."**

